

AMENDMENTS TO THE CLAIMS

In the Claims:

1. (Withdrawn)
2. (Cancelled)
3. (Cancelled)
4. (Cancelled)
5. (Cancelled)
6. (Cancelled)
7. (Cancelled)
8. (Cancelled)
9. (Cancelled)
10. (Cancelled)
11. (Cancelled)
12. (Cancelled)
13. (Cancelled)
14. (Cancelled)
15. (Cancelled)
16. (Cancelled)
17. (Cancelled)
18. (Cancelled)
19. (Withdrawn)


25315

CUSTOMER NUMBER

- 2 -

XPWZ-1-1006ROAS

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21. (Cancelled)

20. (Cancelled)

21. (Cancelled)

22. (Cancelled)

23. (Previously Presented) A method to derive an offer based on transaction history, the method comprising:

interposing a data processing system between consumer and vendor;
observing the consumer's buying habits using the data processing system to
gather the consumer's bill data;
identifying the consumer who effected a purchase with a first identifier;
aggregating the first identifier of the consumers into a consumer database;
associating the purchase with the consumer's first identifier stored in the
consumer database;
identifying a vendor from a vendor database, from whom the consumer effected
the purchase, by a second identifier associated with the vendor;
classifying the purchase into one or more component line items, the component
line items being defined as an aggregation of smallest indivisible sales
units of each product constituting the purchase;
determining the number of smallest indivisible sales units purchased in each
component line item;
identifying each smallest indivisible sales units of each product constituting the
purchase by a corresponding third identifier in a transaction database, and
inputting a relational instance in the customer database, wherein the relational
instance comprises associations between any two or more of the smallest

indivisible sales units of each product constituting the purchase selected from the list comprising:

the consumer's first identifier;
the line item's third identifier;
the number of sales units; and
the vendor's second identifier.

24. (Currently Amended) A system to derive an offer based on transaction history, the system comprising:

means for interposing a data processing system between one or more consumers and one or more vendors;

means for observing the consumer's buying habits using the data processing system to gather the consumer's bills or bill payment transaction data;

means for analyzing the consumer's bills or bill payment transaction data;

means for identifying with a first identifier one or more consumers who effected a purchase;

means for aggregating the first identifier of one or more consumers into a consumer database;

means for associating the purchase with the consumer's first identifier stored in the consumer database;

means for identifying a vendor from a vendor database, from whom the consumer effected the purchase by a second identifier associated with the vendor;

means for dissecting the purchase into one or more component line items, the component line items being defined as an aggregation of smallest indivisible sales units of each product constituting the purchase;

means for analyzing one or more component line items to determine the number of smallest indivisible ~~indivisible~~ sales units purchase;

means for identifying each smallest indivisible ~~indivisible~~ sales units of each product

constituting the purchase by a corresponding third identifier in a transaction database, and

means for inputting a relational instance in the customer database, wherein the relational instance comprises associating between any two or more of the smallest indivisible sales units of each product constituting the purchase selected from the list comprising:

the consumer's first identifier;

the line item's third identifier;

the number of sales units; and

the vendor's second identifier.

25. (Cancelled)

26. (Cancelled)

27. (Cancelled)

28. (Cancelled)

29. (Cancelled)

30. (Cancelled)

31. (Cancelled)

32. (Cancelled)